

Rockwood Special Focus Area

Draft January 2021



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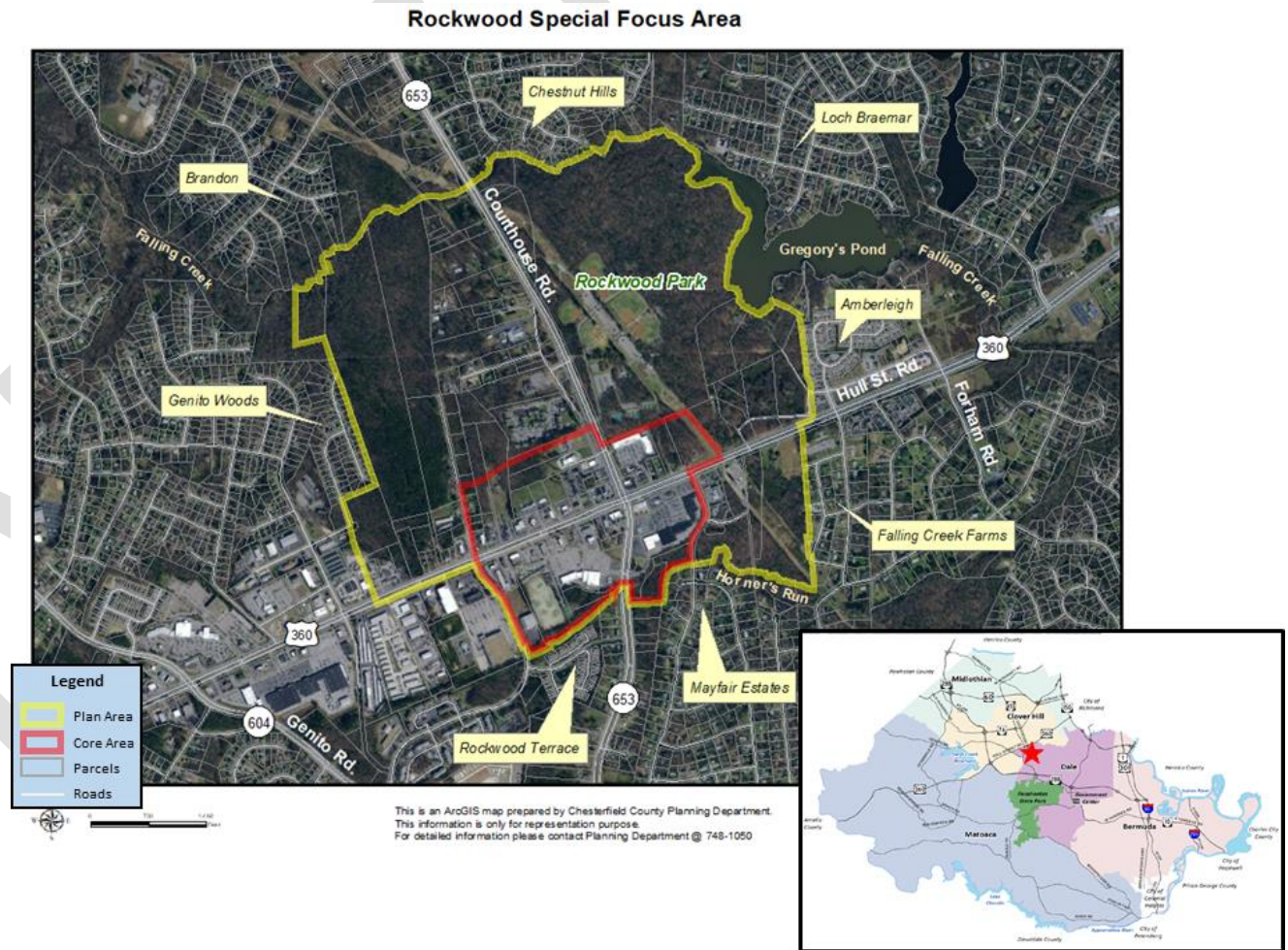
Section 1: Introduction to Rockwood/Overview

Special Focus Area

In 2020, the Chesterfield County initiated a Special Focus Area (SFA) study for the Rockwood community. A Special Focus Area is a long-range plan providing detailed development guidance to areas undergoing, or having a high potential for change. The Special Focus Area serves as a guide for future growth, land development and redevelopment decisions, programs, ordinances and policies; and relies more heavily on strategies for the redevelopment of key properties through detailed design guidelines and placemaking. This Special Focus Area is a component of the countywide [Comprehensive Plan](#) and replaces the current Land Use Plan designations ([Northern Courthouse Road Community Plan](#) & the [Route 360 Corridor Plan](#)) within the focus area boundary.

Plan Area

The area is bounded by Falling Creek to north, Gregory's Pond, the Amberleigh and Falling Creek Farms subdivisions to the east, Horner's Run to south, and Price Club Blvd and the Genito Woods subdivision to west (see map on right). A core area consisting of four quadrants surrounding the intersection of Hull Street and Courthouse Roads is designated as the main focal point for redevelopment efforts within Rockwood.



Why Rockwood?

In 2017, the Planning Department recognized Rockwood as a “place” with great potential. Rockwood is located at the intersection of two major thoroughfares, Hull Street Road (U.S. Route 360) and Courthouse Road (State Route 653) and is approximately 1.7 miles south of the Powhite Parkway (State Route 76), of which Courthouse Road intersects. According to the Virginia Department of Transportation’s 2019 Daily Traffic Volume Estimates, approximately 77,000 vehicles traveled through Rockwood per day. Rockwood has a relatively central location in the county and is situated within a short distance from Chesterfield Towne Center, Midlothian, Chesterfield County Airport, Chesterfield County Government Complex, Centerpointe, Commonwealth Center, Stonebridge and Brandermill.

The area is anchored by the county’s first, largest, and most visited public park ([Rockwood Park](#)), which attracted 586,000 visitors in 2019. Major commercial centers such as Oxbridge Square, Rockwood Plaza, and Rockwood Square occupy three of the four quadrants at the intersection of Hull Street and Courthouse Roads. Due to a slowing retail market and current vacancies, these ageing shopping centers have great potential for redevelopment, spurring positive changes to the current development pattern in Rockwood.

With an advantageous location, proximity to established residential neighborhoods and a regional amenity in Rockwood Park, county leaders view Rockwood as a major activity hub with the potential for growth. This Special Focus Area intends to promote Rockwood as a unique place to live, work and play, and provides a vision for creating greater opportunities for citizens and visitors of all ages and lifestyles through thoughtful development and redevelopment.



Intersection of Hull Street and Courthouse Roads



Rockwood Nature Center at Rockwood Park

Section 2: Existing Area Conditions

The Rockwood Special Focus Area consists of 673.2 acres consisting of numerous individually owned parcels (see largest area landowners in [Appendix 1](#)). Properties in Rockwood are predominantly developed for commercial/retail uses with the Rockwood Square, Rockwood Plaza and Oxbridge Square Shopping Centers containing a large percentage of these business activities (see [Existing Land Uses map](#) on Page 8). Housing makes up a small proportion of land usage in the focus area though many established residential communities lie just outside of the Special Focus Area boundaries. Public lands such as Rockwood Park, as well as environmentally sensitive areas, occupy much of the overall acreage in Rockwood. Furthermore, much of the focus area's acreage is currently vacant or undeveloped.

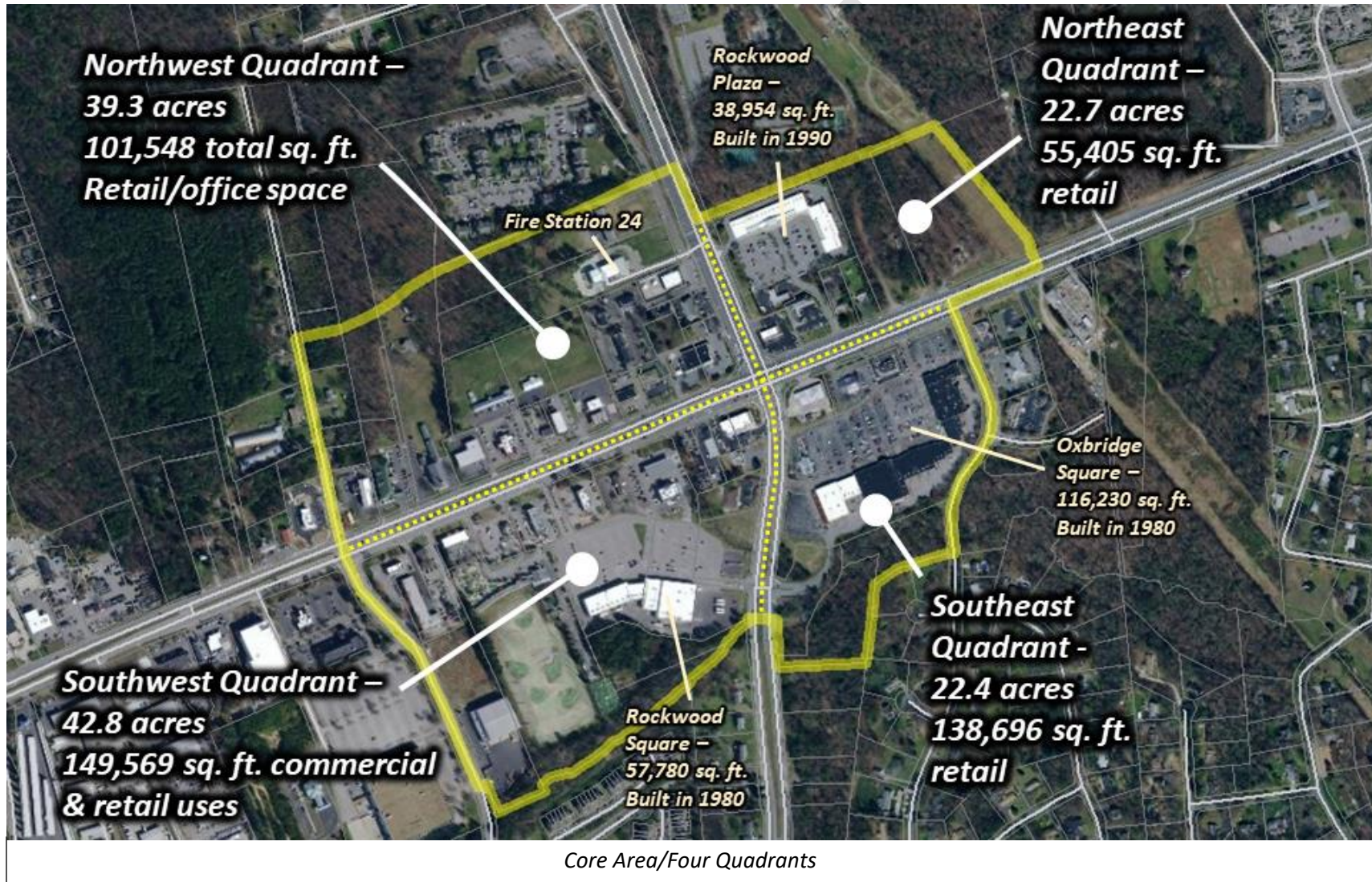
Existing conditions in the Special Focus Area are summarized below and in the adjoining chart:

- Predominantly developed with commercial/retail uses
 - Rockwood Square, Rockwood Plaza and Oxbridge Square Shopping Centers contain a large percentage of such uses
- Minimal office, industrial/employment uses
- Minimal residential development
 - Established residential communities lie just outside of the Special Focus Area boundaries
- Large proportion of vacant/undeveloped land
- Large proportion of public land (Rockwood Park)
- Environmentally sensitive lands prevalent
- Public facilities
 - Rockwood Park
 - Manchester Volunteer Rescue Squad/Chesterfield Fire & EMS Company 24)
 - County pump station

Existing Area Statistics	
Total Acreage	673.2 acres
Square Miles	1.05
Parcels	168
Landowners	105
Residential Units	163 total units
	31 single-family
	132 multi-family
Commercial/Retail Uses	<ul style="list-style-type: none"> • 426,484 total square feet • Rockwood Plaza, Rockwood Square and Oxbridge Square Shopping Centers account for 50% of retail sq. ft.
Office Uses	58,913 square feet
Industrial Uses	15,000 square feet
Unimproved/Vacant Parcels	57 (197.9 acres/29.4% of Plan area)
Rockwood Park	161.3 acres/24% of Plan area
Area Within Resource Protection Area (RPA)	122.4 acres/18.2% of Plan area
Land Value (all properties)	\$43,123,600 (44.7% of value)
Improvement Value (all properties)	\$53,367,500 (55.3% of value)
Total Assessed Property Value (all properties)	\$96,491,100
Land Value (not including public and vacant lands)	\$28,418,100 (37.2% of value)
Improvement Value (not including public and vacant lands)	\$48,012,400 (62.8% of value)

Core Area/Four Quadrants

Existing conditions within the Core Area are summarized by the map below. Additional information is provided in [Appendix 2](#).



Section 3: Opportunities and Challenges

Opportunities

Locational Advantage:

- Located at the junction of Hull Street Road and Courthouse Road
 - One of the county's most highly traversed intersections
- Easy access to residential, shopping, entertainment, recreational and employment areas such as Commonwealth Center, Chesterfield Town Center, Pocahontas State Park, and the Chesterfield County administration complex
- Nearby Powhite Parkway provides for regional travel and access to employment centers such as Downtown Richmond

Rockwood Park as a Regional Amenity:

- Serves as a focal point for the area and has a regional draw
- 161.3 acres including 5.5 miles of walking trails, athletic fields/courts, a playground, community gardens, arboretum, picnic shelters, archery range and a 3,100-square-foot nature center

Established Communities Adjacent to Plan Area:

- Amberleigh, Brandon, Chestnut Hills, Falling Creek Farms, Genito Woods, Loch Braemar, Mayfair Estates and Rockwood Terrace
- These communities remain stable and relatively affordable regarding the overall single-family market

Abundant Land for New Development and Redevelopment:

- Approximately 198 acres of land is vacant or undeveloped
- Predominantly located in the northwestern, eastern and southeastern sectors of the Plan area.
- Considerable underutilized land which could be redeveloped with higher density uses
 - Large acreage parcels containing single-family dwellings
 - Shopping centers that have excess parking such as Rockwood Square and Oxbridge Square

Attractive Market for New Development

- Market analysis conducted by Department of Community Enhancement in 2019
- Demand for residential development of various types and densities, including townhomes and multi-family dwellings
- Some demand for retail uses including gas stations, general merchandise, restaurants, furniture stores and clothing stores

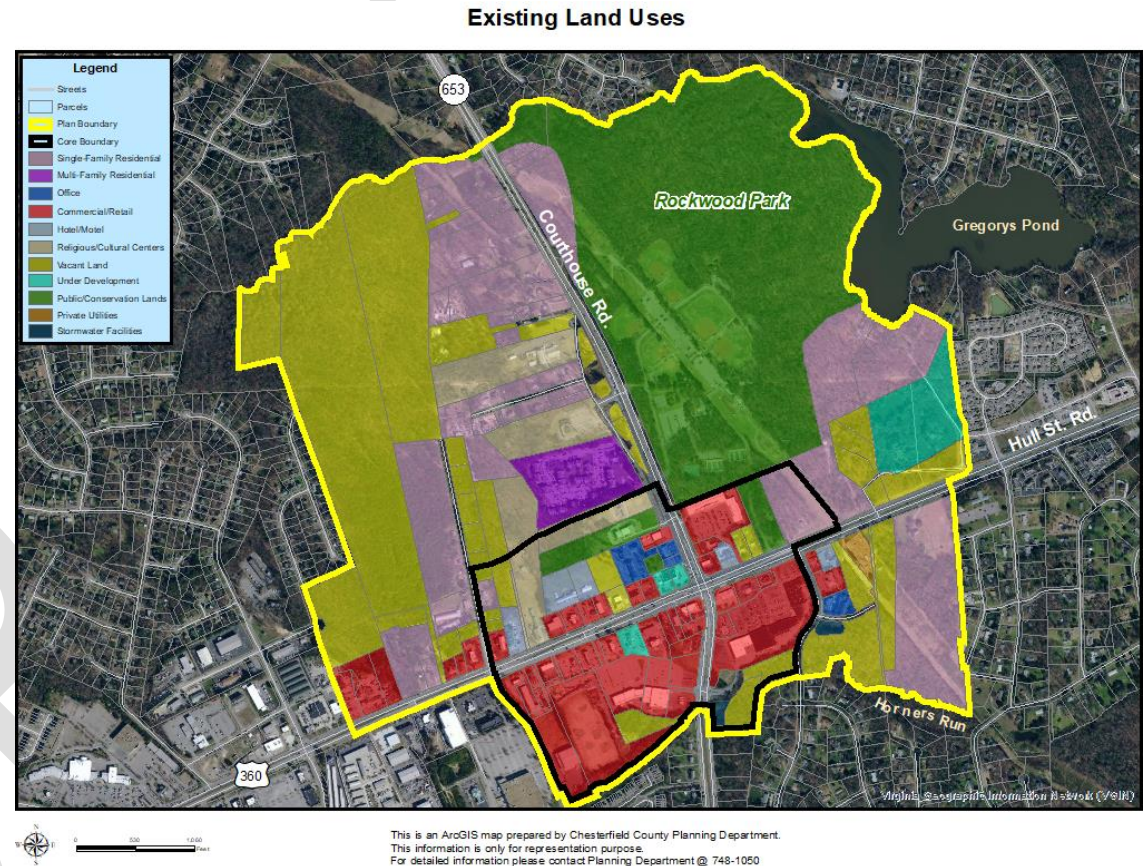
Waterways:

- Falling Creek, Gregory's Pond and Horner's Run provide natural borders along the north, east and south, respectively.
- Multiple intermittent streams present throughout Plan area
- Serve as buffers between existing residential communities and new development
- Potential for future recreational and educational use

Challenges

Land and Uses

- Numerous landowners
 - 105 individual owners
 - Complicates aggregation of land for future development/redevelopment
- Predominant uses are commercial/retail
 - Few office/industrial or other employment uses
 - Low residential density
 - Housing options are limited
 - 31 total single-family units
 - One apartment community containing 132 units
 - Area lacks critical mass to support current and future non-residential uses
- Few entertainment uses or programmable open spaces outside of Rockwood Park
- Few outdoor dining opportunities



➤ Automobile-oriented development

- Area roadways designed to move motorized vehicles, not pedestrians or cyclists
 - Courthouse Road and U.S. 360 contain 3 – 4 travel lanes plus double turn lanes in each direction
 - 45-mph speed limits
 - High traffic volumes
 - 34 curb cuts within 4,300 linear-foot stretch of Route 360
 - Poor access management/lack of turn lanes for many entrances
- Parking areas dominate views from roadways
- Drive-through uses prevalent
- Few pedestrian/bicycle connections between commercial areas and surrounding residential communities
 - Few crosswalks or pedestrian-actuated signals at roadway intersections



Auto-Oriented Uses Along Hull Street Road (Route 360)

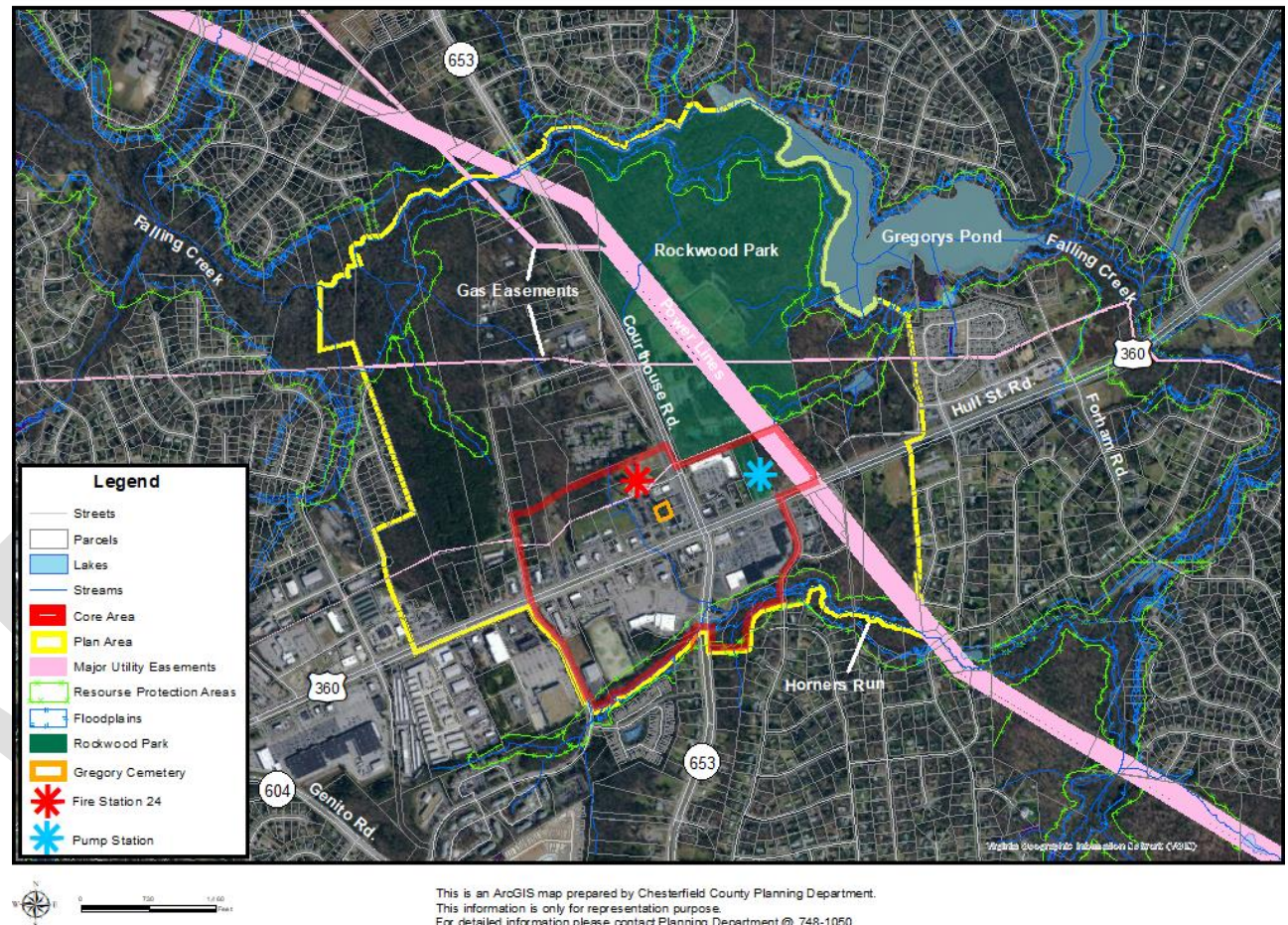
➤ Lacking an overall sense of place

Encumbered Lands

Multiple parcels within the Rockwood Special Focus Area are encumbered by both physical and man-made features which complicate development and redevelopment opportunities. These encumbrances include:

- Resource Protection Areas (RPA)
 - Separation between existing residential communities and the Plan area
- Major utility lines/easements
 - Dominion Power transmission lines
 - Gas pipelines
- Chesterfield County water pump station
 - Crucial to water provision for many area citizens
 - County committed to security and screening of facility
 - Department of Utilities recommends vegetated buffers and clear zones around facility

Existing Encumbrances



- [Manchester Volunteer Rescue Squad/Chesterfield Fire and EMS Company 24.](#)
 - One of the county's busiest stations
 - Facility to remain in service for the long-term
 - Careful consideration should be made to improve ingress/egress to the station as area properties develop or redevelop
- Gregory Cemetery
 - Contains gravestones dated as early as 1877
 - Preservation and enhancement of the site should be considered when redevelopment occurs on surrounding properties



Manchester Volunteer Rescue Squad



Gregory Cemetery

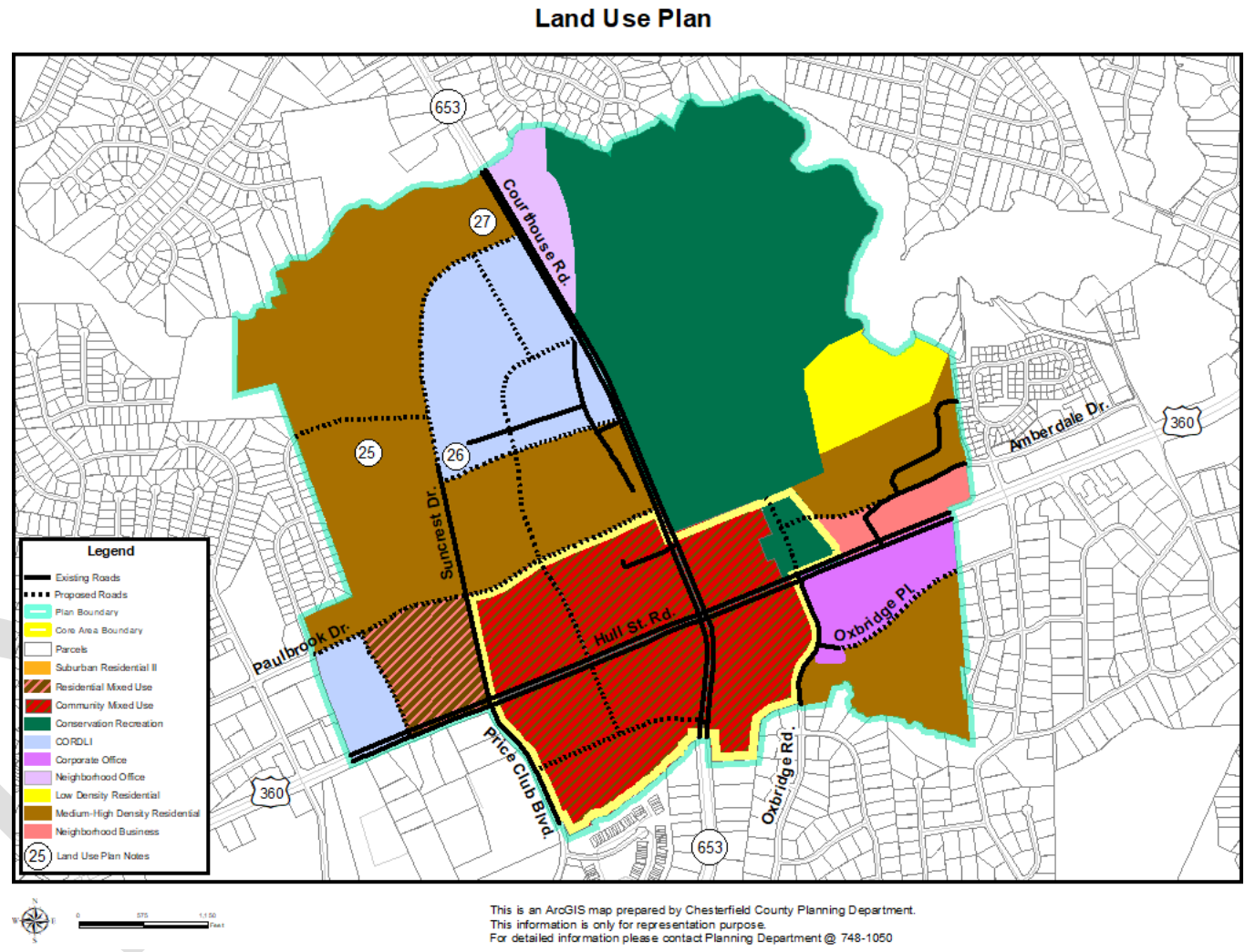


Powerlines Within Plan Area

Section 4: Concept Plans

Overall Land Use Plan

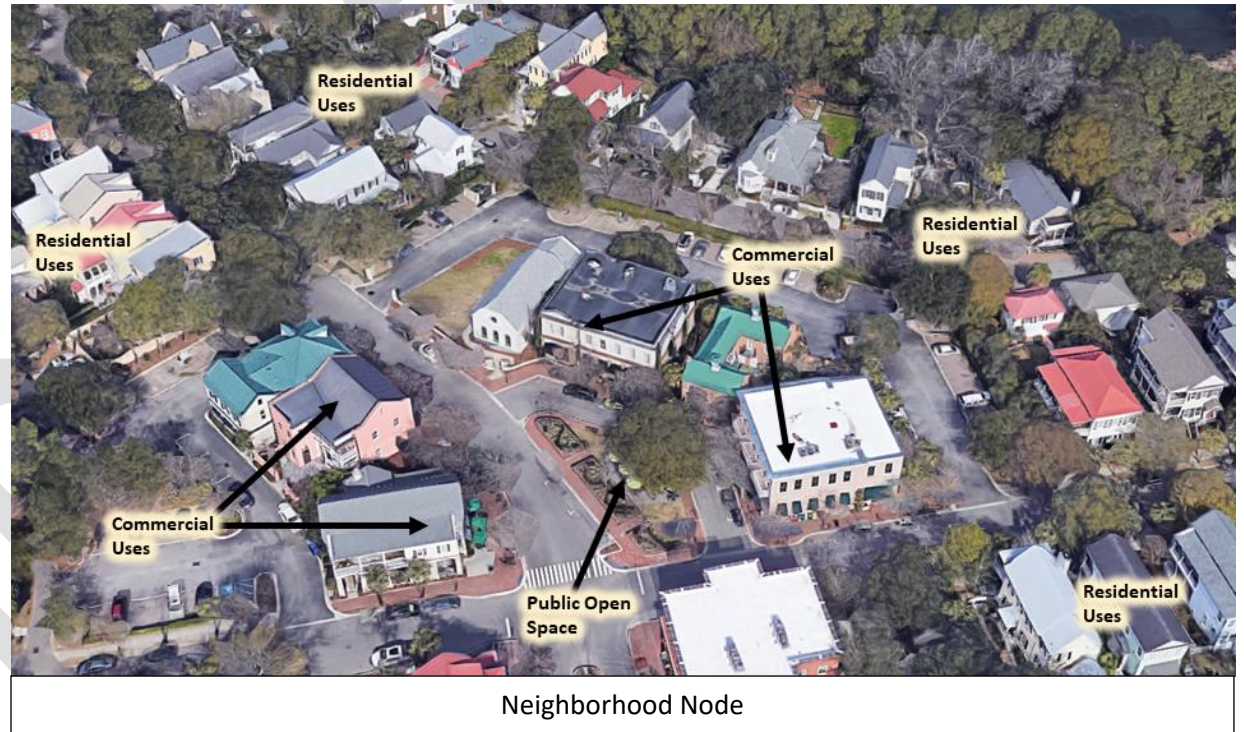
This Plan intends to provide for a multitude of land uses in close proximity which would be mutually beneficial and create an environment for living, working and entertainment. The plan also intends to promote housing, employment and entertainment opportunities not currently available in the Rockwood community. Careful consideration has been made for future land uses which would abut existing single-family subdivisions such as Falling Creek Farms and Genito Woods in order to minimize impacts on these established residential communities. Detailed explanations of the recommended land uses contained in the adjoining map can be found in [Chapter 10 of the county Comprehensive Plan](#). Specific guidelines for the areas containing Land Use Plan Notes are provided on the following page.



Land Use Plan Notes

Note 25: Within the area north of the proposed Paulbrook Drive extension and West of Suncrest Drive extension and designated for Medium-High Density Residential uses, a combination of various residential types, including small-lot (cluster) single-family dwellings, townhomes, duplexes, carriage houses and similar residential products should be considered. Multi-family dwellings should be discouraged in this area. Designs should blend in order to mitigate impacts on established neighborhoods.

Note 26: Within the areas north of the proposed Paulbrook Drive extension and west of Courthouse Road, Neighborhood Nodes may be established where significant residential development is planned, or in areas where CORDLI uses border significant residential development. Neighborhood Nodes should include small-scale commercial development (Convenience Business (C-1) & Neighborhood Office (O-1) uses) fronting a main street or green space. Buildings may contain residential units above first-floor commercial uses. Neighborhood nodes should be integrated into surrounding development by pedestrian/bike corridors or greenspaces. Design of Neighborhood Nodes should consider reduced setbacks with buildings fronting streets, parking areas located behind buildings, on-street parking, streetscaping, outdoor cafes and other uses that activate the streetscape. Building design should employ residential architectural features.



Note 27: Within the area abutting Courthouse Road to the east and Falling Creek to the north, Neighborhood Office (O-1) uses may be appropriate as a transition between Courthouse Road and future residential development in the northwestern corner of the Plan area.

Core Area Concept Plan

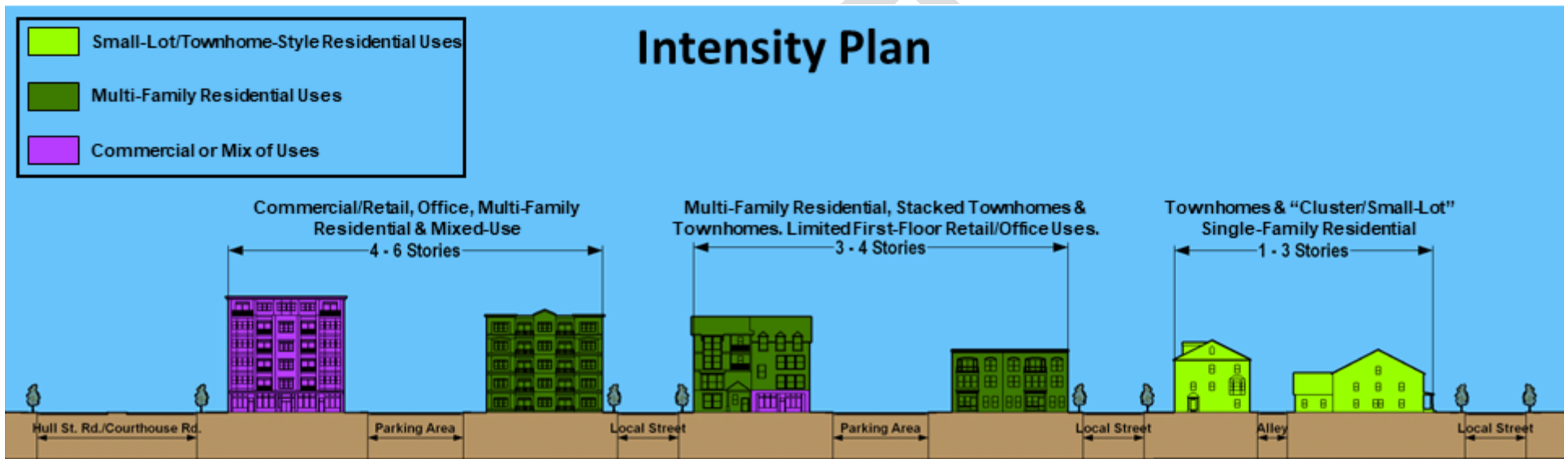
Land uses within the four quadrants of the intersection of Hull Street and Courthouse Roads would follow the development pattern illustrated in the adjoining figure. This master plan suggests that a mix of commercial and higher-density residential uses be located predominantly along Hull Street and Courthouse Roads, and along an envisioned north/south interior street creating a “main street” district. Such district could also take form as a linear greenspace or pedestrian corridor flanked by retail uses. Additional opportunities for retail spaces at street corners internal to projects are encouraged where higher-density residential uses are present.

Land outside of the mixed-use areas would include higher-density multi-family uses. Areas along the southern border of the focus area are recommended for lower-density residential uses such as townhomes/rowhomes and other similar attached and semi-detached dwelling unit categories in order to provide a transition to existing single-family subdivisions. Carriage houses/detached accessory dwelling units are also supported as an additional unique housing option. It is anticipated that higher-density, pedestrian-oriented residential uses will make up a larger proportion of new development and redevelopment within the Core Area as compared to the auto-focused, retail-heavy pattern of today.

Conservation, recreation and public lands are included in the master plan for the Core Area. These areas include designated resource protection areas (RPA) along Horner’s Run (southern border of Plan area), Gregory Cemetery in the Northwest Quadrant, as well as the county pump station and areas recommended for future expansion of Rockwood Park (Northeast Quadrant).



Higher densities and building heights should be encouraged along the intersection of Hull Street Road and Courthouse Road. As distance from the intersection increases, densities and building heights decrease in order to promote compatibility with existing single-family development outside of the Special Focus Area boundaries. Non-residential uses should be focused along major roads, however, neighborhood-oriented retail or office uses may be appropriate on the ground levels of buildings in the interiors of larger projects with significant residential density. Flexibility should be considered for projects abutting Rockwood Park, Horner's Run, or existing non-residential development as these areas provide additional buffering between potential new development and established neighborhoods.



Open Spaces/Plazas:

Public open spaces such as plazas are recommended to be included in new commercial, high-density residential and mixed-use development projects within the Core Area. These areas should contain any combination of furniture, pedestrian-scale lighting, fountains, splash pads, games, outdoor dining areas, sculptures/public art, and landscaping. Open spaces may also include lawn or turf surfaces which encourage children's play and games. Public open spaces should also be easily programmable in order to accommodate seasonal events such as farmers' markets, movies, concerts and other events. All public open spaces should be well-connected to surrounding development by pedestrian infrastructure.



Programmable Open Space



Events Stage

Private open spaces such as those associated with residential developments should include a combination of amenities such as a clubhouse, pool, gym, sports courts, gazebos or similar outdoor structures, paved patios/terraces for gathering, dog parks, community gardens and other similar uses. Additional considerations should be made for amenities, restaurants, landscaped areas/stormwater systems on the rooftops of buildings.

Market:

In addition to typical public open spaces, a market could attract visitors to the Rockwood area. This concept could include farmers' markets, special events, a food hall or combination of similar uses. A market would cater to a multitude of vendors while providing for better access to healthy foods and local products. Both interior and exterior spaces could be utilized.



Market Pavilion



Outdoor Farmers' Market

Pedestrian Corridors:

Sidewalks, trails and other pedestrian routes are vital to creating a highly walkable environment which connects different uses, parking areas, open spaces, and roads. Pedestrian malls are encouraged between building complexes and along streets containing multiple commercial uses in order to accommodate higher volumes of foot traffic. Where buildings containing substantial length would present barriers to pedestrian connectivity, pedestrian pass-throughs should be considered.

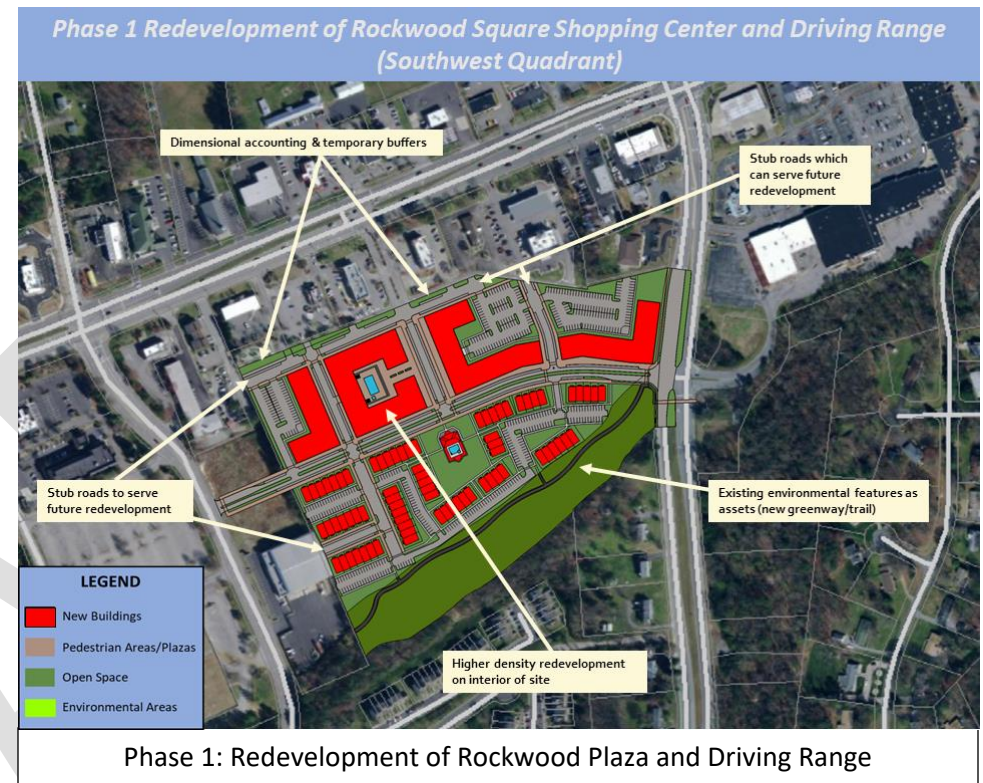
Additional opportunities for pedestrian connectivity may be considered along an existing stream which extends from the Rockwood Park Apartments through the Core Area (Northwest, Southwest and Southeast Quadrants) and flows into Horner's Run. As adjacent properties redevelop, portions of this stream may be restored to a natural state and could include parallel trails and educational opportunities. Should higher-density development take place in the Core Area, a more urban transformation may be considered for the creation of a landscaped pedestrian corridor lined with public open spaces, buildings and outdoor cafes.



Redevelopment Scenario

This section provides an incremental conceptual model for the full buildout of the Rockwood Core Area throughout a 50-year period. This concept imagines larger parcels being redeveloped in the shorter term while smaller outparcels are aggregated over the long-term for redevelopment.

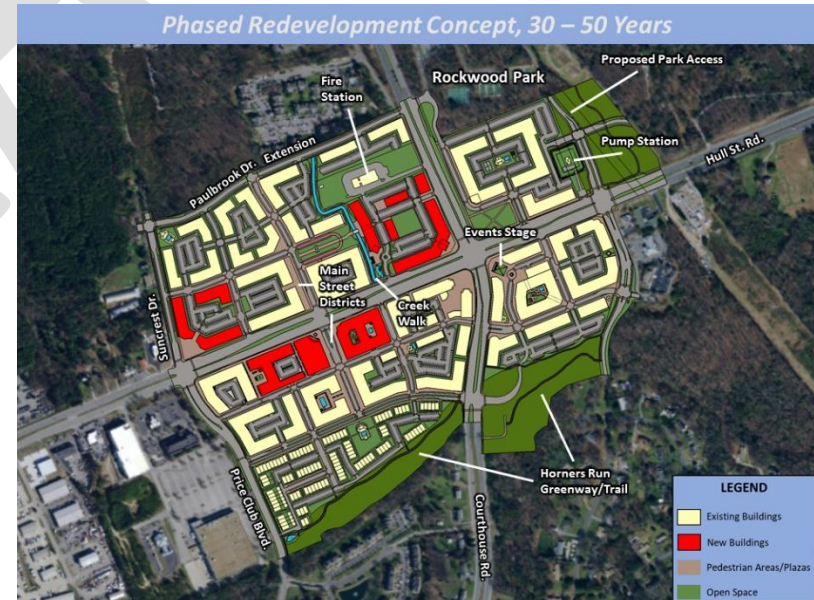
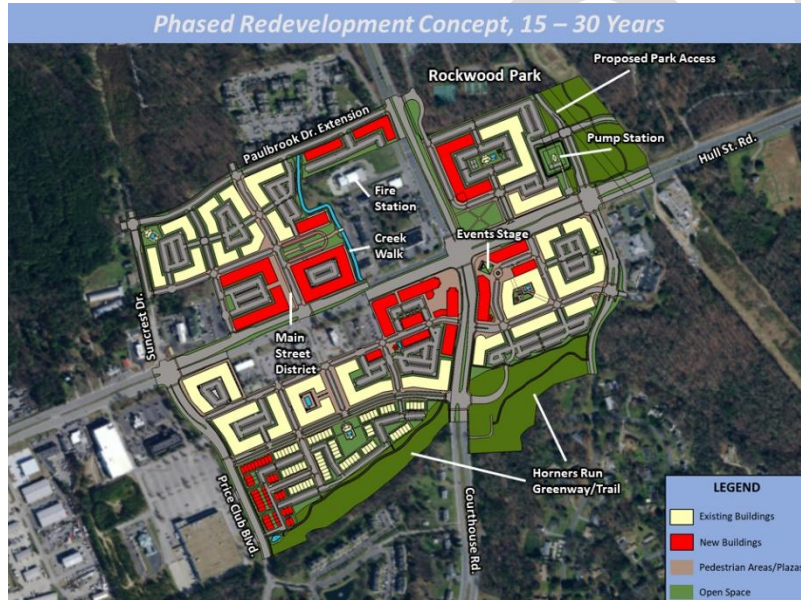
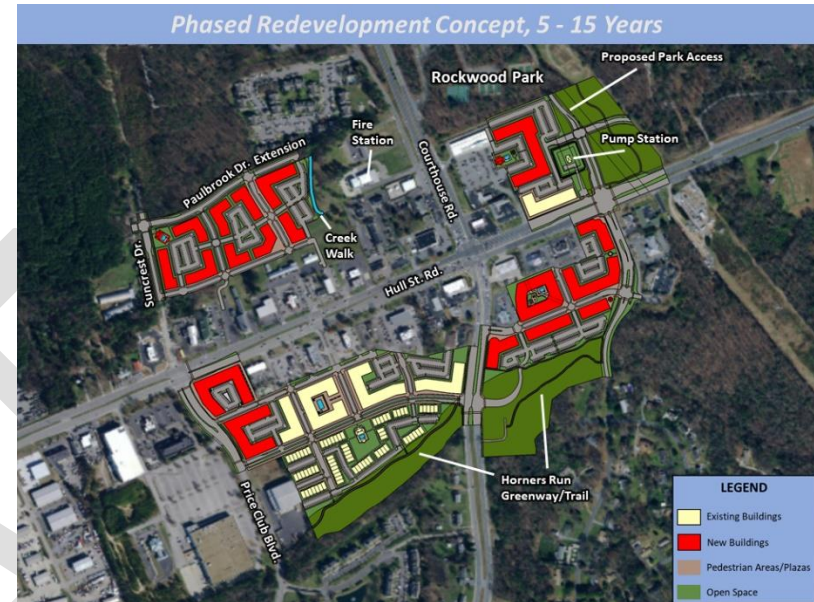
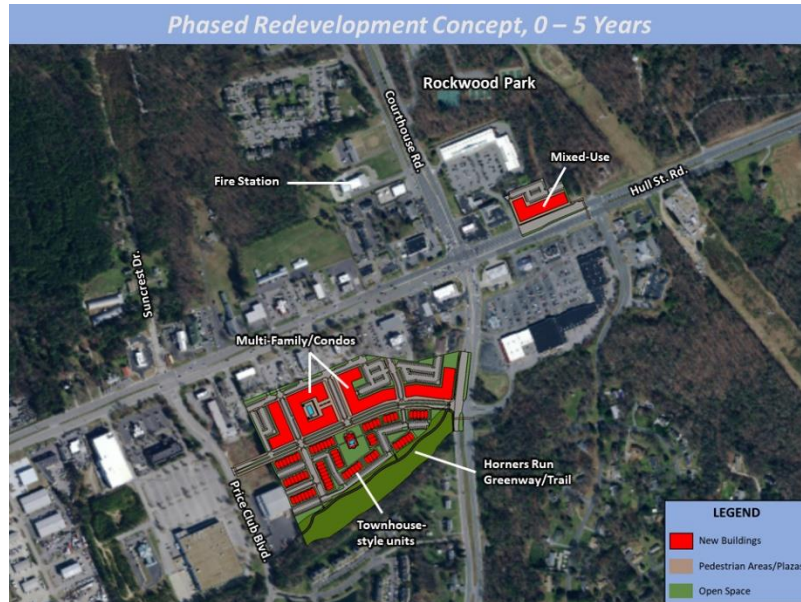
The properties currently occupied by the Rockwood Square Shopping Center and the Rockwood Golf Park (driving range) are likely candidates for a first phase of redevelopment in the Core Area. These properties contain significant acreage and have good access to Hull Street and Court House Roads. It is anticipated that outparcels along Route 360 will not be redeveloped in the short-term as these properties have frontage and good visibility along this major thoroughfare. These outparcels are currently occupied by fast-food, gas stations and other successful businesses thus the pressure for redevelopment is not urgent at this time.



In order to promote a successful buildout scenario, properties which are first in line to be redeveloped must be designed in a manner which will allow for a successful first-phase project, and also accommodate future expansion by integrating existing outparcels in a compatible and mutually advantageous way. It is intended that high-quality development projects on the interiors of larger sites would elevate land values over time encouraging outparcels to redevelop for higher density uses. The following recommendations should be considered in order to provide for successful redevelopment of the Core Area:

- Development of higher density and higher quality projects on the interior of quadrants which increase value of outparcels, increasing the potential for their future redevelopment.
- Site designs that utilize “dimensional accounting” in order to anticipate adequate lot depths needed to accommodate future projects along roads such as Route 360 or Courthouse Road. Future redevelopment potential of outparcels should not be limited by interior projects.
- Use of temporary buffers between redevelopment projects and existing outparcels to preserve future buildable areas of outparcels as described above. Buffers would be implemented through zoning conditions or Ordinance provisions but would be voided once outparcels redevelop. Buffer areas could also be used in the interim as usable open spaces.
- Stub roads which can serve existing development and provide for future connections when adjacent parcels redevelop

The diagrams below provide a highly conceptual development scenario for development of higher density, mixed uses over a 50-year period.



Section 5: Transportation & Mobility

Roadways

The Special Focus Area recommends the creation of a grid system of interconnected roads as provided for on the Proposed Road Network map below. The planned roadway network provides for a framework for recommended land uses and promotes orderly development of land in the Plan area. Several of the roads proposed with this Plan would take advantage of connectivity to existing signalized intersections along Route 360 and Courthouse Road, providing efficient access to new development/redevelopment and more adequate dispersal of traffic generated from such activities. Furthermore, minimal changes would be made to the existing [County Thoroughfare Plan](#). Detailed descriptions of these proposed roadways are included in [Appendix 4](#).

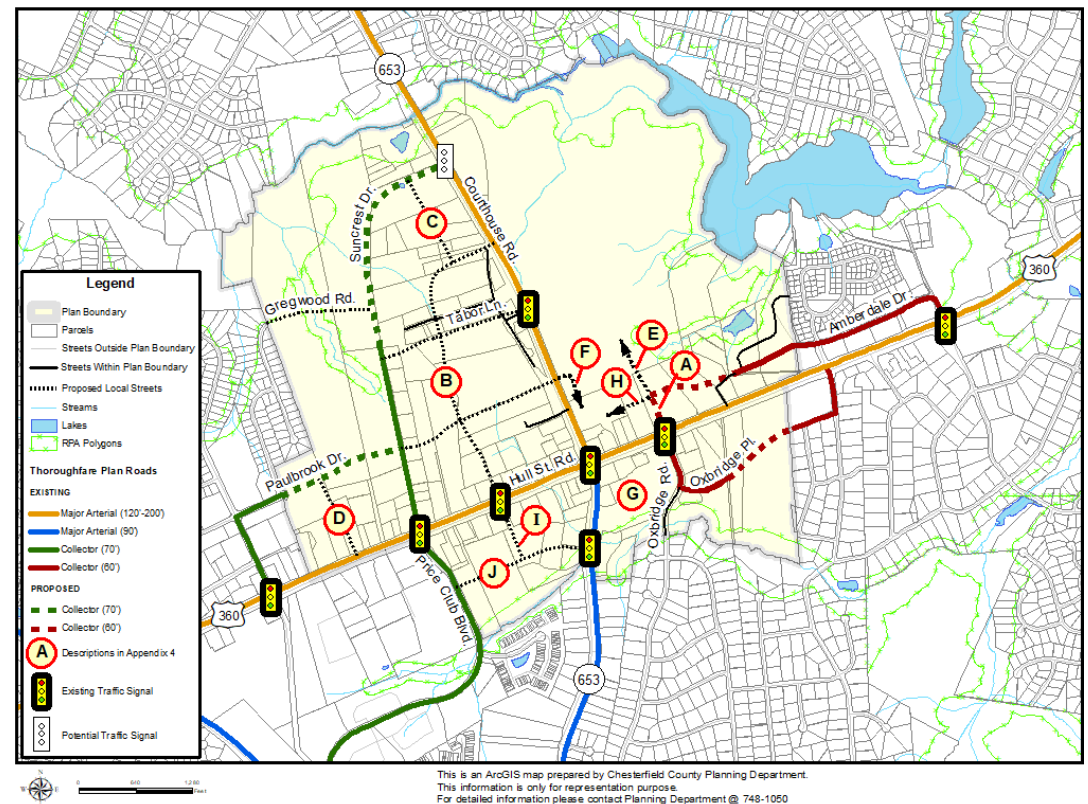
Roads within the overall Plan Area should include the basic elements provided below:

- Sidewalks on both sides of streets
 - Separate shared-use path or on-street bike lanes where recommended by the [Bikeways & Trails map](#) and as detailed in [Appendix 5](#). Flexibility should be considered in order to promote compatibility of exact facility treatments with particular land uses and densities of such uses
- Pedestrian-scale streetlights/lamps
- Buffered areas or “tree lawns” between travel lanes/edge of curb and sidewalks or shared-use paths
- Street trees within tree lawns

Mass Transit

Although the Rockwood community is not currently served by public transit, the Greater Richmond Transit Company (GRTC) envisions future bus routes along Hull Street Road between

Proposed Road Network



Woodlake and Downtown Richmond. New development along Route 360 should consider accommodations for future transit stations and related infrastructure such as the provision of additional right-of-way dedications for bus pull-offs and areas for covered stations/bus shelters.

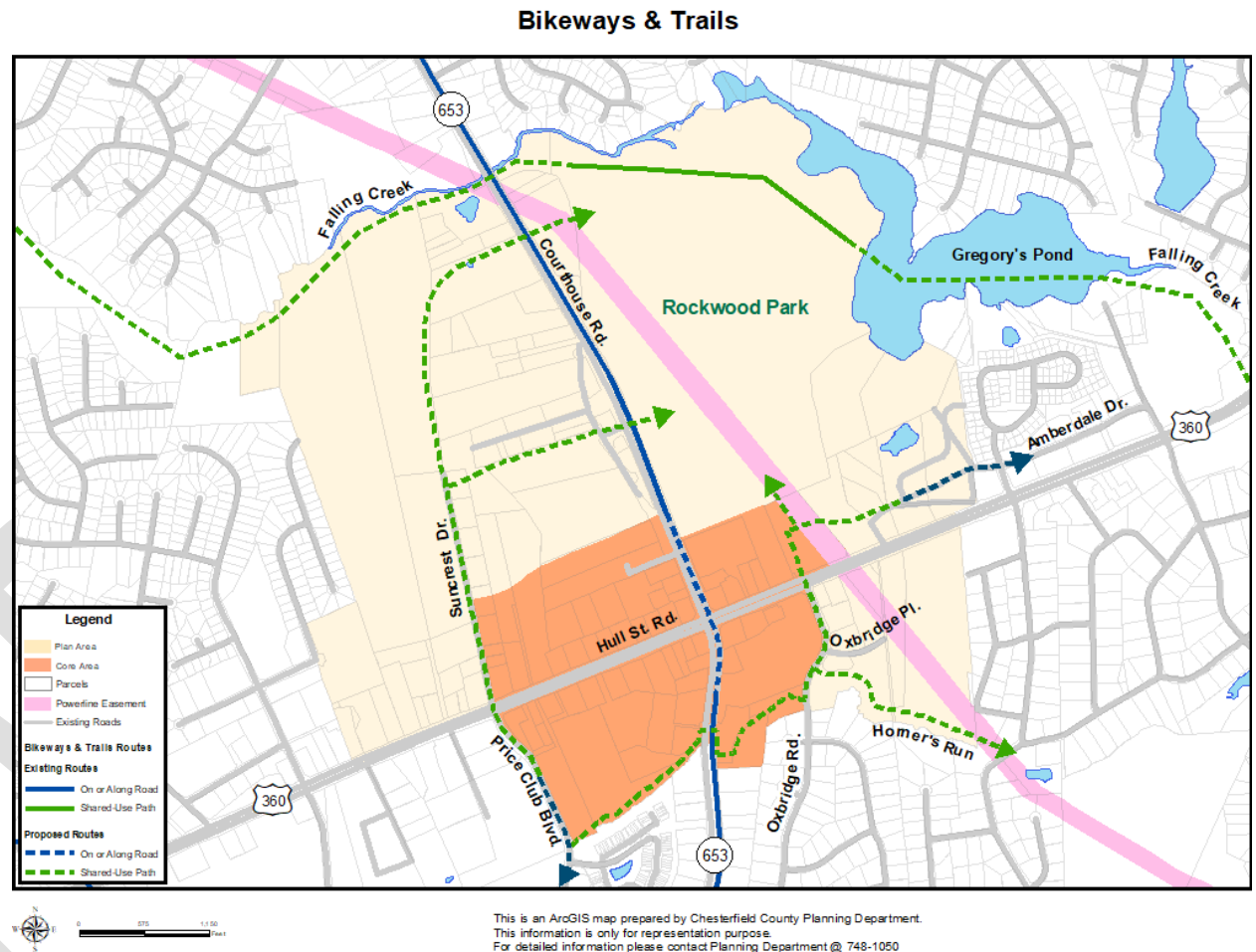
Bikeways & Trails

Bikeways Generally

Bikeways and trails promote a healthy lifestyle and provide alternative transportation linkages between homes, jobs, services, recreation and entertainment for area residents. Bikeways and trails are also a vital component of redevelopment efforts and community building in the area. This section provides a long-term guide for the development of trails which would provide connections between Rockwood and the surrounding communities, and to the countywide [Bikeways & Trails](#) system. Detailed explanations of the proposed bikeway routes depicted on the adjoining map are provided in [Appendix 5](#).

Horner's Run Greenway

The Horner's Run stream makes up the southern boundary of much of the special focus area including the southeast and southwest quadrants of the core. While areas of the waterway have collected trash and debris, portions of the stream include naturalized channels and densely wooded areas which provide for scenic beauty. The Special Focus Area recommends the establishment of Horner's Run as a greenway, with paved and/or unpaved trails within easements granted to the Parks and Recreation Department. A greenway and trail system would better connect nearby residential communities to the core of Rockwood. In addition, with increased public access and perpetual county maintenance, Horner's Run would become a major asset for residents and visitors in the Plan area.



Southwest Quadrant: Along existing gas and/or sewer easements or along the southern edge of any redevelopment of the Rockwood Square Shopping Center. If a trail is not viable in close proximity to the stream, on-street bike lanes should be installed along a new east/west local street to be constructed with any redevelopment of Rockwood Square.

Future trail routes to the west towards Genito Road should be considered in order to aid future redevelopment efforts and facilitate greater connectivity with Horner's Run and surrounding development.

Southeast Quadrant: Along the south side of Horner's Run within sewer easements and the current VDOT stormwater facility along Courthouse Road, or along south side of new development/redevelopment of Oxbridge Square Shopping Center. Trails on both sides of Horner's Run would be incredibly desirable in this location.

Future trail extensions should be considered to the southeast along or near Horner's Run to promote connectivity to nearby development (Falling Creek Farms). Alternative routing may be considered in the southeastern corner of the Plan area by utilizing Oxbridge Place, the powerline easement or be installed with any new residential development in this area.



Horners Run near Oxbridge Road

Rockwood Park/Loch Braemar Connector

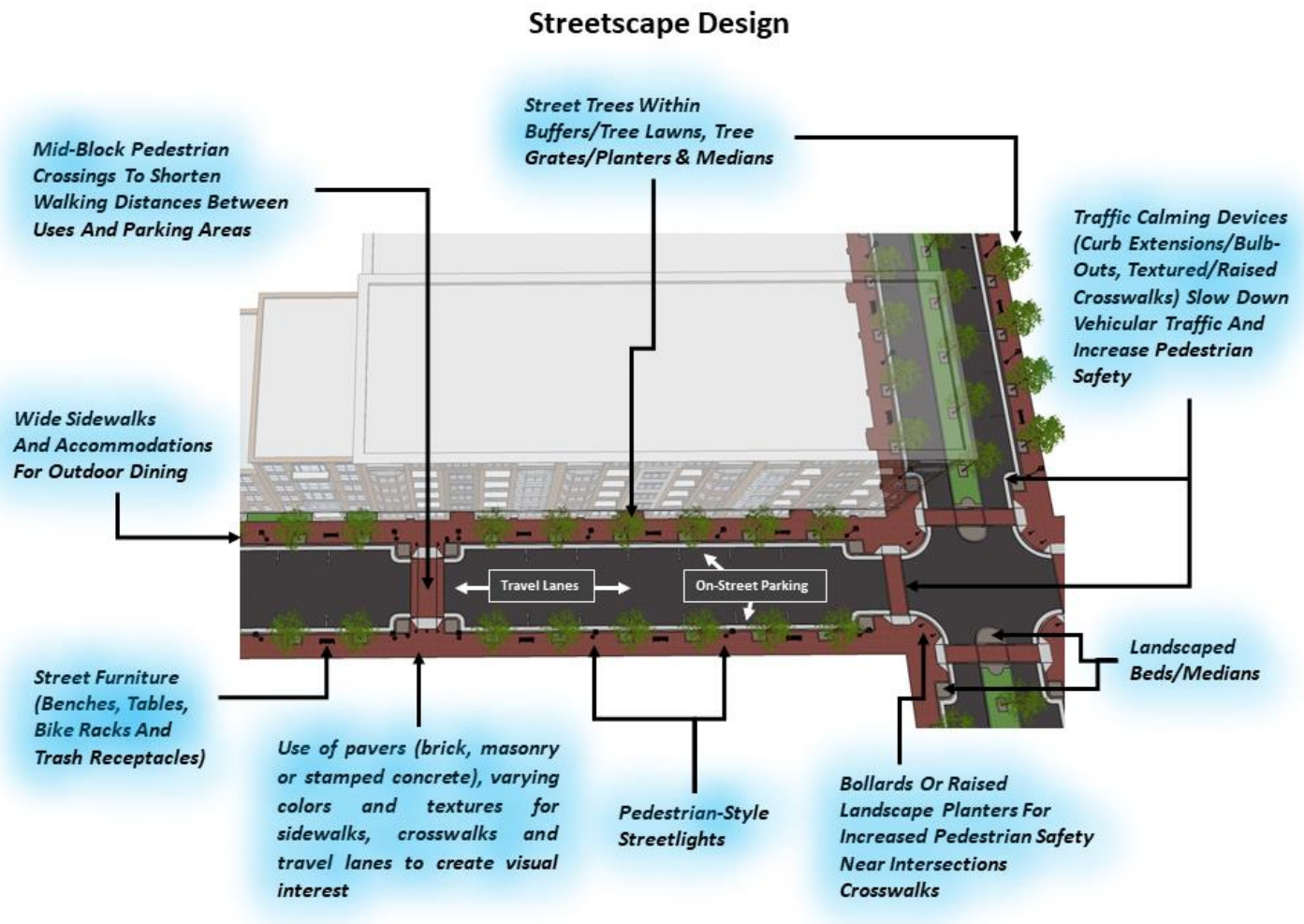
The Parks and Recreation has considered a future trail connection across Gregory's Pond or Falling Creek to connect the residential communities of Loch Braemar, Loch Haven and Bexley to Rockwood Park. This trail (approximately 0.27-mile) would provide direct pedestrian and cycling access to the park, which is only accessible today by automobile (an approximately three (3) mile trip).

Section 6: Design Guide

Streetscape Design

Streets in the Core Area are crucial to shaping the built environment and creating a sense of place. New streets should be designed to move motor vehicles while also providing a safe and comfortable environment for pedestrians and cyclists. Roads within the Four Quadrants/Core Area should consider the design features depicted in the adjoining graphic.

- Treatment should be based on land uses and densities of such uses (residential, commercial and mixed-use – see recommended street sections in [Appendix 4](#))





High-Density Residential Streetscape



Low-Density Residential Streetscape



Commercial/Mixed-Use Streetscape

Site and Building Design Standards

Street Setbacks:

The special focus area anticipates a more compact, urban development pattern with higher densities and taller buildings than the sprawling low-density form in Rockwood today. With this new development pattern, buildings and their relationships to streets should be reexamined. It is recommended that setbacks for buildings be permitted closer to roads, and that streetscaping, landscaped areas and street trees shape the setback areas using a more form-based approach. A hierarchy of setbacks is recommended in order to create better relationships between uses and streets, and to promote pedestrian activity.

A summary of suggested setback treatments is provided below.

- Setbacks should vary based on uses and street types
 - (residential vs non-residential or mixed-use)
 - Major Thoroughfares such as Route 360 and Courthouse Road vs interior streets
- Setbacks based on widths necessary for desired streetscaping and landscaped areas
- Maximum setbacks from streets should be considered
- Parking areas and drives should be located behind buildings, not adjacent to streets
 - Alternative setbacks and designs for areas where placing parking behind buildings cannot be accomplished
- Right-of-way should be dedicated or vacated in order to create consistent setbacks along roads
- Allowances for projections such as porches, balconies, terraces, cantilevered bays, awnings, canopies and similar structures
- Some administrative flexibility is recommended to achieve these goals

Additional setback concepts are provided in [Appendix 6](#).



Building Design:

With redevelopment in the Core Area, new buildings with greater length and height are anticipated. New buildings are also proposed to be located closer to streets and along open spaces creating greater visibility. With this built environment in mind, high-quality design and materials will be vital to creating value and a sense of place. The following elements provide for a high-quality and long-lasting built environment.

- High quality exterior materials such as brick, stone, masonry, glass, standing seam metal and cementitious siding (Hardiplank and similar products) should be utilized
- Materials listed above should be applied on all sides of buildings to avoid inferior façade treatments
- Variations of materials, articulation of doors and windows, sculptural or textural relief of facades, architectural ornamentation, cornice treatment, varied roof lines, or other appurtenances such as decorative lighting fixtures
- Projections such as eaves/overhangs, porches, balconies, terraces, cantilevered bays, awnings, canopies, lighting fixtures, signage and similar structures are encouraged to enhance aesthetic character
- Varying setbacks and step backs to break up lengthy facades
 - Pedestrian pass-throughs used where buildings exceed 200 linear feet
- For buildings located at the intersection or two or more roads
 - Buildings should wrap around corners to create highly visible building frontages
 - Tower features or other focal features should be incorporated into buildings facing corners
 - Where buildings do not wrap around a corner or projects consisting of two separate buildings, a plaza or public open space should be provided at the corner

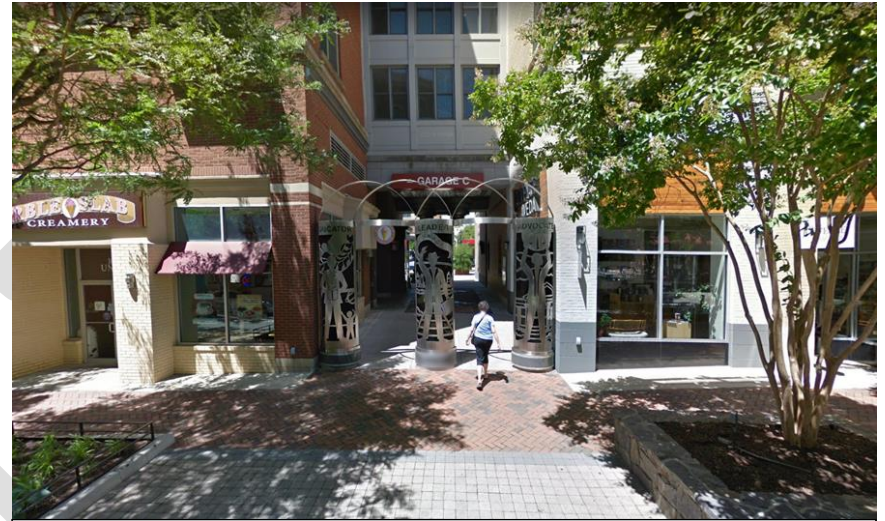


High-Quality Design Features/Corner Treatment



Public Open Spaces to Provide Visual Interest at Corners

- Pedestrian pass-throughs may also be utilized in this scenario
- Flexible first-floor spaces in areas where mixed-use buildings are desired. These spaces should be constructed with adequate ceiling heights (12 – 14 feet) and other code provisions in order to allow easy conversion from residential to non-residential uses in response to changes in the market environment.
- Usable entrances along street frontages
- Storefront windows along street frontages for commercial/mixed-use buildings
- Accommodations for outdoor dining areas adjacent to pedestrian corridors or public open spaces
- Parking structures/garages concealed by architectural design or building massing.
- Drive-throughs/vehicle stacking areas placed behind buildings in order to conceal these uses from visibility along major thoroughfares



Pedestrian Pass-Through Connecting Uses to Parking Areas



Fast-Food Drive Through Hidden Behind Building

Public Open Spaces:

Public open spaces create an interesting and high-quality built environment. New development within the Four Quadrants should provide for ample public spaces with a wide range of uses. Such spaces should consider the provision of the following elements:

- Outdoor furniture
- Bike racks
- Bike/scooter rental stations
- Information kiosks
- Wayfinding signage
- Pedestrian-scale lighting
- Fountains, splash pads and similar water features
- Games
- Outdoor dining areas
- Sculptures/public art
- Hardscaped and landscaped areas
- Gazebos/Pergolas/arbors and similar structures
- Lawn or turf surfaces which encourage children's play
- Playgrounds
- Flag Poles
- Historic markers

Spaces should provide for areas which can be easily programmable in order to accommodate seasonal events such as farmers' markets, movies, concerts and other events. All public open spaces should be well-connected to surrounding development by pedestrian infrastructure. Open spaces can be developed in the form of public plazas adjacent to buildings, greenways along waterways or linear parks through a project, village greens or squares in the center of developments, pocket parks distributed throughout larger development projects, and stormwater ponds.



Public Plaza



Mixed-Use Development Focused on a Village Green

Private Open Spaces/Amenities:

In addition to public spaces, quality open spaces and amenities are recommended for private use within residential developments. The following features should be considered for new residential projects.

- Pool
- Hardscaped and landscaped areas
- Walking trails
- Green spaces
- Sports courts
- Gazebos/Pergolas
- Clubhouse containing internal amenities
- Playgrounds
- Outdoor kitchen/grilling stations
- Fire pits
- Dog Parks
- Community gardens



Private Community Amenities

Landscaping:

Landscaped areas are crucial to creating visual appeal while providing environmental advantages for developments. Landscaping should be provided along streets, parking areas, open spaces and pedestrian corridors.

A combination of the items below are recommended for landscaping with new developments.

Along Streets and Within Medians

- Street trees consisting of medium-large deciduous trees on the sides of streets between travel lanes and sidewalks/shared-use paths, and within medians



Landscaped Streets and Median Areas

- Low-level shrubs between trees, at corners and at ends of median strips/landscape islands, and adjacent to pedestrian crossings
- Small ground covering shrubs/grass for weed prevention and erosion control
- Pedestrian-scale lights/lamp posts

Within Parking Areas

- Medium-large deciduous trees within landscape islands
- Low-level shrubs located between trees
- Small ground covering shrubs/grass for weed prevention and erosion control
- Pedestrian-scale lights/lamp posts

Between Parking Areas and Streets

- Low-level evergreen shrubs or hedgerows which reach adequate height to shield headlights
- Low-level brick or masonry walls with adequate height to shield headlights
- Brick/masonry columns with wrought iron or similar fencing between columns
- Additional small shrubs along walls, between trees and along driveway entrances

Public open spaces/pedestrian corridors

- Combination of deciduous and evergreen trees and shrubs along hardscaped areas and in landscape beds and raised planters
- Hardscaping consisting of bricks, pavers or similar surfaces with varying textures, colors and patterns
- Sitting walls incorporated into planter boxes
- Pedestrian-scale lights/lamp posts
- Water features



Landscaping Between Parking Areas and Streets



Landscaping in Open Spaces and Pedestrian Corridors

Stormwater Systems:

Stormwater Best Management Practices (BMPs) are necessary infrastructure for storing and/or treating stormwater runoff from the built environment before it reaches the natural environment via waterways. With higher-density development anticipated in the Plan Area, such infrastructure will be more likely to be constructed sub-surface. While underground stormwater infrastructure can be relatively expensive, additional opportunities may be available when above-ground systems are developed. The following is a list of feasible stormwater options.

- Underground basins below parking areas, landscaped areas and sidewalks
- Wet ponds which continuously retain water
- Dry ponds which provide temporary stormwater storage during rain events
- Low-impact design opportunities
 - Tree wells/planter boxes on streetscapes
 - Bioretention swales/rain gardens in landscaped areas or medians
 - Green rooftops
 - Permeable pavement such as “grasscrete” and similar surfaces

Stormwater systems are encouraged to be designed in an aesthetic manner and should be utilized as amenities wherever possible. Such systems can be incorporated into green spaces containing paths, fountains and similar water features, hardscaped areas, decks/bridges, gardens and structures such as gazebos or pergolas. Wet ponds can be used to provide scenery for abutting buildings and outdoor seating areas for restaurants which may be located alongside or on decks constructed above. Stormwater features designed as amenities add considerable value to new developments while providing for treatment of stormwater quantity and quality.



Bioretention Swale in Median



Stormwater Pond as an Amenity

Creating a Sense of “Place”:

New development should be memorable and entice visitors to return to by offering an overall environment that is welcoming while serving multiple needs. The creation of a sense of “place” is necessary in order to accomplish these goals. Besides employing effective site and building design, a sense of “place” can be promoted through branding, signage and wayfinding.

Branding

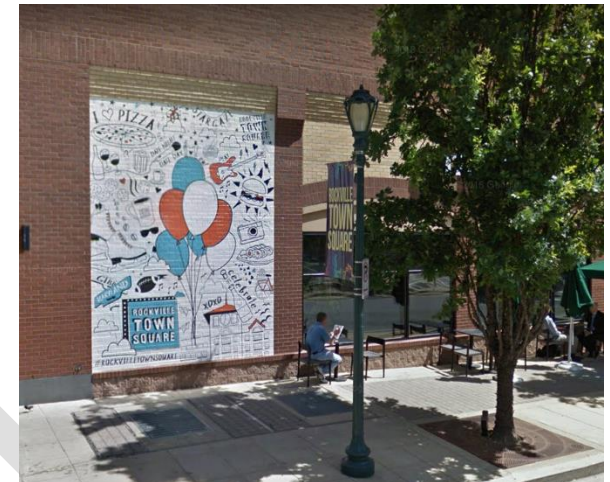
- Creation of a “brand” or a place name that is used consistently throughout a project or area in order to advertise the place
- Branding can be displayed graphically on signage, public art/murals, banners and flags, address markers and other visible locations throughout a place
-

Gateway Signage

- Signs located along major thoroughfares and or at major entry points into a place
- Include the development or community brand/name
- Informs visitors that they have entered a distinct and unique place

Wayfinding

- Located along streets, parking areas, pedestrian corridors and open spaces
- Provide directions to locations of interest within a development or unique area
- Can provide directions to roads, transit stations or other points of interest outside the area
- Can include maps, signs and pavement markings to direct visitors
- Should always emphasize the “brand” or “place” name



Branding on Murals and Banners



Gateway Signage at Entrance to Community



Wayfinding Signs

Section 7: Implementation

County Initiated Rezoning Requests

Prior to the adoption of new Zoning Ordinance provisions for the Rockwood Special Focus Area, redevelopment projects proposed within the Four Quadrants which aggregate multiple parcels and contain a mix of commercial and residential uses or encompass either of the three shopping centers in the Core Area (Oxbridge Square, Rockwood Plaza or Rockwood Square) would be initiated by Chesterfield County. Zoning cases initiated by the county have the following advantages:

- No application fees charged
- Support from Staff, Planning Commission and/or Board of Supervisors
- Additional case management role/ownership assumed by county

Special Design District/Zoning Overlay

Zoning ordinances should be established in order to implement the specific design recommendations for development in the Rockwood Special Focus Area. Ordinances could be enforced through the creation of a new Special Design District similar to those governing development in the Northern Jefferson Davis And Midlothian Community Special Area Plans. An additional option could be establishment of an overlay zoning district in which additional uses would be permitted on top of existing commercial zoning districts, requiring higher-quality design standards in return for expanded uses.

Incentives

Incentives provide greater opportunities for development or redevelopment of real property by lowering project costs and relieving some regulatory burdens. The following incentives are recommended to encourage redevelopment activities within the Core Area.

- Chesterfield County offers a [rehabilitation tax exemption program](#) for the rehabilitation, renovation or replacement of older residential, commercial and industrial structures. It is recommended that the county evaluate additional tax abatements/performance grants to expand opportunities which would support redevelopment efforts.
- Deletion of cash proffers for higher-density residential development within the Four Quadrants/Core Area

- Demolition assistance for the three major shopping centers. Current demolition figures for a typical shopping center structure are estimated to be \$6 - \$8 per square foot. The following provides estimates for demolition of the three shopping center structures (note: figures do not include costs to remove existing parking areas/pavement) within the Core Area.
 - Rockwood Square Shopping Center (53,780 square feet) = approximately \$430,000
 - Oxbridge Square Shopping Center (126,973 square feet) = approximately \$1,015,784
 - Rockwood Plaza Shopping Center (43,157 square feet) = approximately \$345,254
- Revise the Zoning Ordinance in order to permit higher-densities and building heights, more flexibility in uses, and reductions in lot sizes, setbacks and parking requirements within the Core Area

Aggregation Strategy

The aggregation of smaller parcels is necessary for achieving the development pattern envisioned by this plan. The Planning, Economic Development and Community Enhancement Departments work collaboratively with developers and landowners in the planning stages of a project, as well as during the zoning and site plan processes in order to assemble parcels. It is also recommended that additional financial incentives be explored for development/redevelopment projects which aggregate parcels of significant acreage.

Funding Needs

Increased development in the Plan area would generate infrastructure needs related to roadway improvements, utility provision, bike and pedestrian improvements. Many of these needs would be provided through private development activity, however additional projects have been identified by this Plan which would require public funding. These potential public projects and their estimated costs are described below.

North/South Thoroughfare (Collector) Road: (High Priority)

- Specific details provided in [Appendix 3](#).
- The current estimated cost for this facility is \$1.8 million.

New Rockwood Park Access Road (High Priority)

- This project should be packaged with the aforementioned North/South Thoroughfare Road to provide full access to Rockwood Park from Hull Street Road.
- The current estimated cost for this facility is \$300,000.

Horner's Run Segment in Southeast Quadrant of Core Area

- This trail would be installed along the south side of Horner's Run following an existing county sewer easement and occupying a portion of VDOT's stormwater management property along Courthouse Road.
- 8-foot wide asphalt trail extending approximately 845 linear feet
- This project is recommended for public funding due to the fact that a majority of the trail would traverse private property which is not currently controlled by the adjacent Oxbridge Square Shopping Center, therefore it is not likely to be party to future redevelopment activities in the Southeast Quadrant. The Department of Parks and Recreation recommends that timing of this project coincide with nearby redevelopment activities.
- The current estimated cost for this facility is between \$750,000 - \$850,000

Gateway Signage (four signs located along Hull Street Road and Courthouse Road)

- Recommended to be located at four (4) locations generally where Hull Street Road and Courthouse Road enter the Special Focus Area.
- The current estimated cost for these signs is \$80,000.

Section 8: Appendix

Appendix 1: Largest Landowners in Rockwood

Largest Landowners	
161.3 acres	Chesterfield County (Rockwood Park)
87.3 acres	Lunsford Wavel J Trustee
31.3 acres	Central Virginia Bank
24.7 acres	Furman Bernard C Sr Trustee
18.9 acres	Amberleigh, LLC
16.8 acres	Calvary Baptist Church
12.9 acres	P G & M C LLC (Southwest Quadrant, Rockwood Square)
12.8 acres	BRG Rockwood LLC
12.1 acres	Mosaic Oxbridge Owner LLC (Southeast Quadrant, Oxbridge Square)
11.9 acres	Lee Si G & Mi A (Southwest Quadrant, Driving Range)
10.9 acres	Clover Hill Baptist Church
10.9 acres	Hawthorne Family

Appendix 2: Core Area/Four Quadrants Current Conditions

Northeast Quadrant (22.7 acres):

- Six (6) parcels containing 55,405 total square feet of retail space
 - 38,954 square feet in Rockwood Plaza Shopping Center (current vacancies of 15,753 square feet or 40.4 percent)
 - 16,451 square feet in outparcels (all currently occupied)
 - Two (2) single-family homes were recently demolished. Both lots (1.3 total acres) are currently vacant/available for new development.

Northwest Quadrant (39.3 acres):

- 44 parcels containing 101,548 total square feet of retail/office space
 - 82,814 square feet of retail
 - 2,400 square feet vacant (former Mapco gas station)
 - 5,215 square feet currently under development (former Dollar General – future Tommy’s Car Wash) at corner of Hull Street and Courthouse Roads
 - 18,734 square feet of office predominantly within the Rockwood Green Office Development (currently 100 percent occupied)

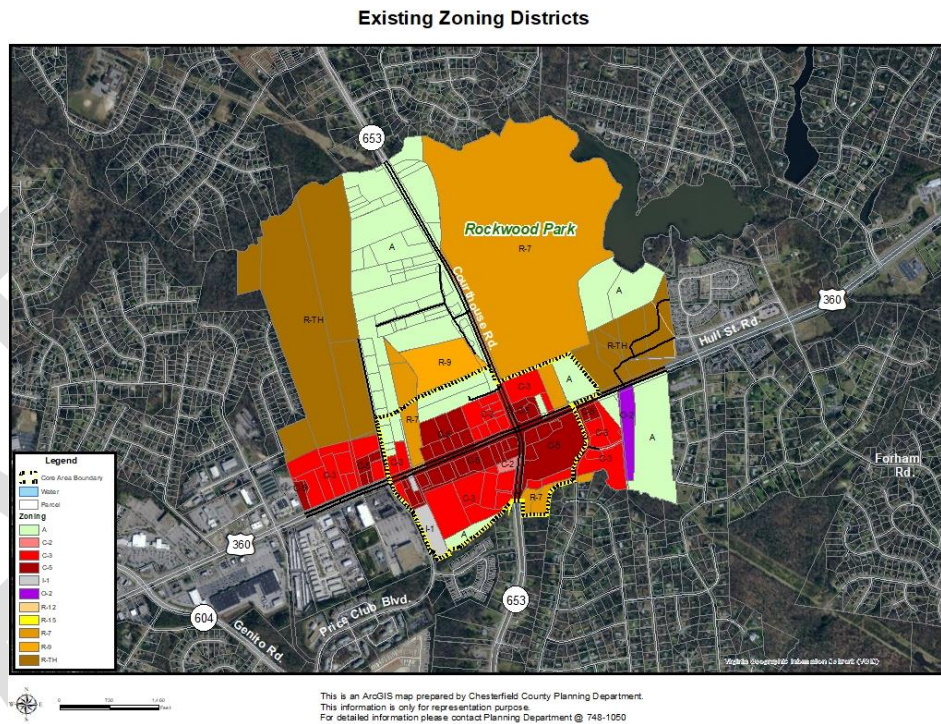
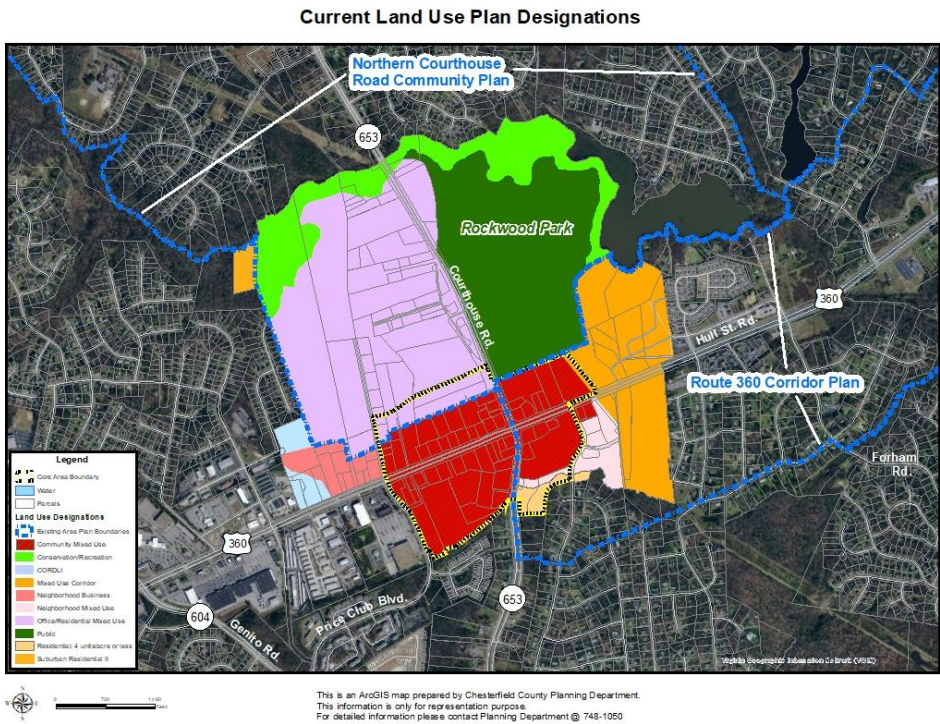
Southeast Quadrant (22.4 acres):

- Seven (7) parcels containing 138,696 total square feet of retail space
 - 116,230 square feet in Oxbridge Square Shopping Center (current vacancies of 16,207 square feet or 14 percent)
 - 22,466 square feet in outparcels (currently 100 percent occupied)

Southwest Quadrant (42.8 total acres):

- 24 parcels containing 149,569 total square feet of commercial/retail uses
 - 57,780 square feet in Rockwood Square Shopping Center (current vacancies of 25,600 square feet or 44.3 percent)
 - 95,789 square feet in outparcels (currently 100 percent occupied)
 - 2,500 square feet currently under development (former Pizza Hut - future Starbucks Coffee) is currently under development)

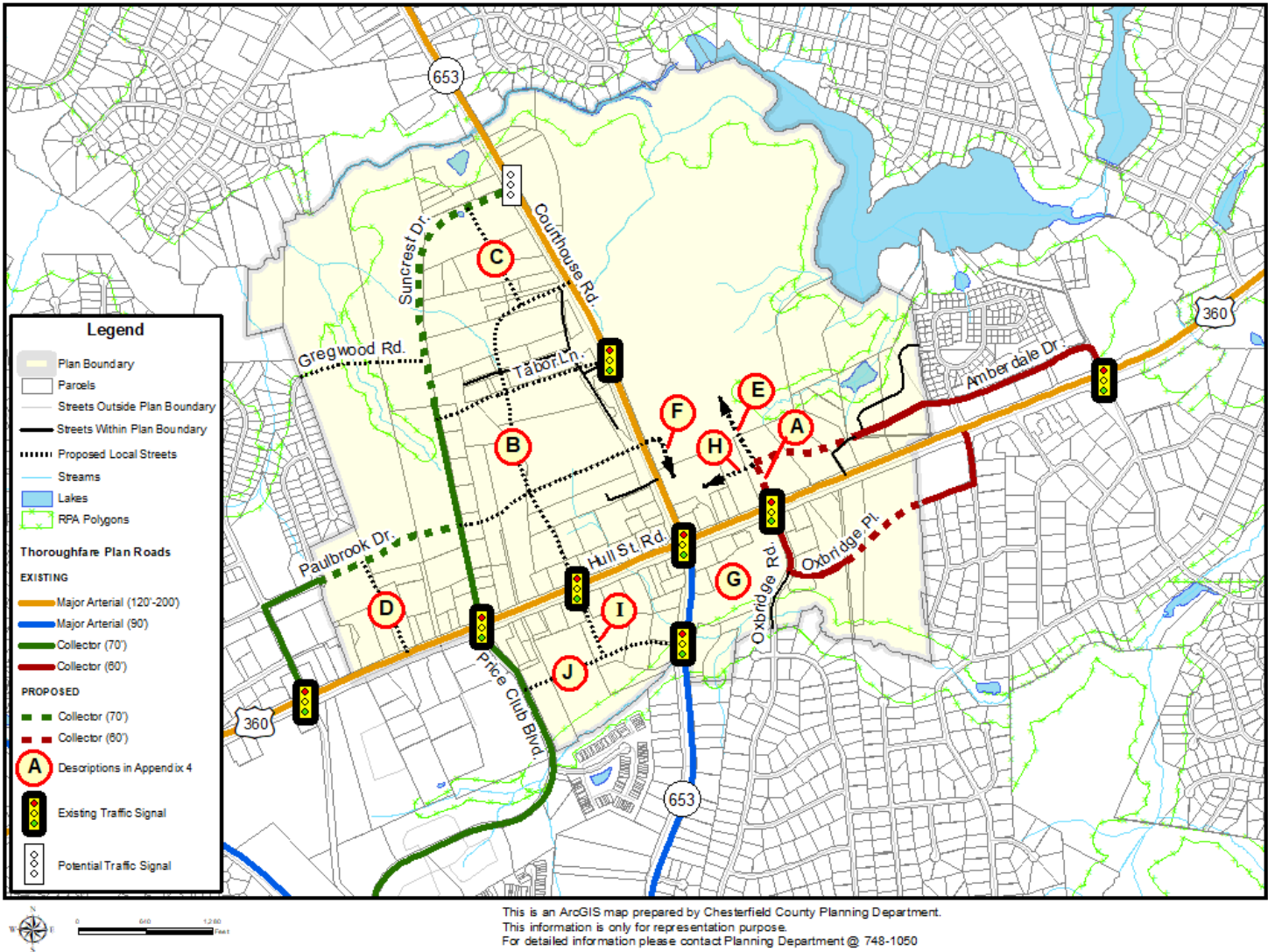
Appendix 3: Current Land Use and Zoning Maps



Appendix 4: Specific Roadway Recommendations

(Notes A – J on map below correspond to descriptions on pages 42 – 46)

Proposed Road Network



Thoroughfare Roads (County Thoroughfare Plan):

Amberdale Drive:

- Collector with a minimum 60-foot wide right-of-way – to be designated as a Special Access Street
- Location (beginning at western terminus of Amberdale Drive in Amberleigh Section 4, and connecting to proposed North/South Thoroughfare Road/proposed Rockwood Park entrance
- Bikeway as shown on Bikeways & Trails map (separate 10-foot wide shared-use path and/or on-street bike lanes)
- Portions may include on-street parking

North/South Thoroughfare (See Note A): (High Priority)

- Collector with a minimum right-of-way width ranging from 60 feet to 100 feet – to be designated as Special Access Street
- Location (existing signalized intersection of Route 360 and Oxbridge Road extending north approximately 500 feet to the proposed Amberdale Drive extension and the planned Rockwood Park entrance.
- Recommended a “parkway” design containing:
 - A center median containing trees
 - Sidewalks on both sides of roadway
 - Tree lawns with street trees on both sides of the road between the edge of pavement/curb and sidewalks
- Potential for shared-use path alongside however Parks may choose a trail route further east or within the existing powerline easement as noted in Appendix 4.
- Turn lane and signal modifications/improvements would be necessary along Hull Street Road.
- This road is a high priority as it would provide full access to Rockwood Park as well as serve future development in the Northwest Quadrant and any future westward expansion of the Amberleigh development.



Oxford Place:

- Collector with a minimum 60-foot wide right-of-way
- Location (beginning at terminus of existing Oxbridge Place east of Oxbridge Road and extending to the western terminus of Paulett Road)
- Potential for shared-use path along portions as noted in [Appendix 4](#).

Paulbrook Drive:

- Collector with a minimum 70-foot wide right-of-way
- Location (existing Paulbrook Drive extended from its western terminus to Suncrest Drive)
- Portions may include on-street parking

Price Club Boulevard:

- Currently exists as a Collector with a minimum 60-foot wide right-of-way with varying widths near its intersection with Route 360
- Section north of any east/west roadway serving development in the Southwest Quadrant would include a 10-foot shared-use path
- Recommend a street diet to provide two travel lanes with buffered bike lanes south of any east/west roadway serving development in the Southwest Quadrant extending west to Genito Road



Suncrest Drive:

- Collector with a minimum 70-foot wide right-of-way
- Location (Existing Suncrest Drive to be extended north to intersection with Courthouse Road – to be constructed by developers)
- Improvements (widen r.o.w. and pavement from intersection of Suncrest Drive at 360 to current terminus – to be constructed during development of adjacent parcels)
- Recommend a “parkway” design with center median between Paulbrook Drive and Courthouse Road
- Bikeway as shown on Bikeways & Trails map (separate 10-foot wide shared-use path and/or on-street bike lanes)
- Portions may include on-street parking

Local Streets

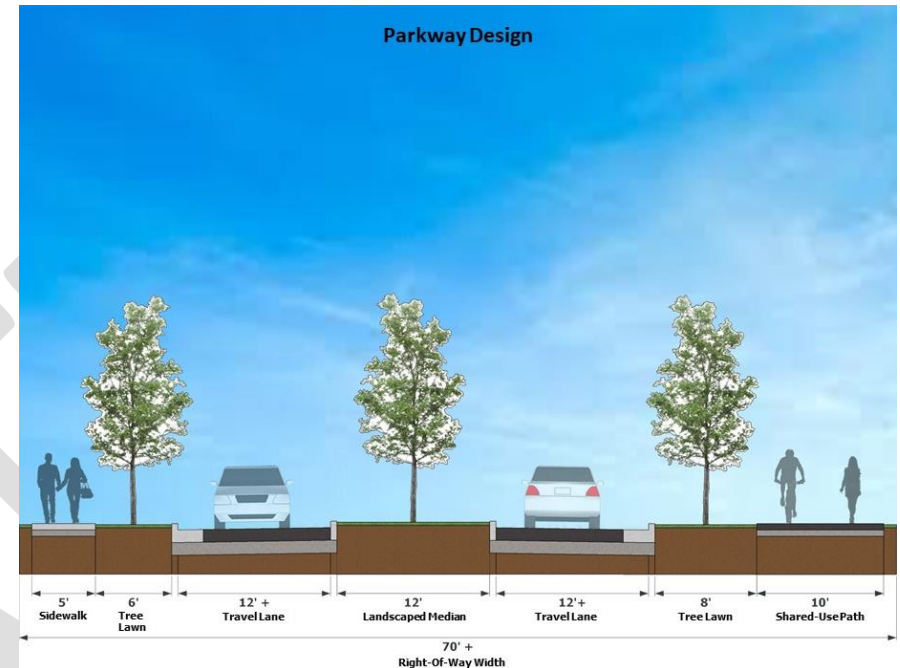
The purpose of this class of streets is to create a grid system of interconnected streets to foster connectivity of uses, better distribution of vehicular traffic, increased pedestrian and cycling activity. These roads will not be added to the Thoroughfare Plan but are recommended generally in the locations provided on the Proposed Land Use and Roadway Map. These streets would typically have a minimum r.o.w. width of 60 feet.

New North/South road (**See Note B**) connecting existing signalized intersection at Hull Street Road (entrance to Rockwood Square Shopping Center) to Courthouse Road near or at the existing intersection of Courthouse Road and Old Courthouse Road.

- Minimum 60-foot wide right-of-way
- Portions within the Core Area to be styled as a “Main Street” with streetscaping and commercial/mixed-use areas lining the street as provided for in the Conceptual Master Plan
- Portions may include on-street parking (“Main Street” and other segments)

New North/South road (**See Note C**) connecting the above-mentioned North/South road to Suncrest Drive and parallel to Courthouse Road.

- Minimum 60-foot wide right-of-way
- Portions may include on-street parking



New Tabor Lane Extension:

- minimum 70-foot wide right-of-way
- Location (roadway extending from Suncrest Drive to existing signalized intersection at Tabor Lane and Courthouse Road/Rockwood Park entrance).
- Includes bike facilities as shown on Bikeways & Trails map (either separate 10' wide shared-use path or on-street bike lanes)
- Portions may include on-street parking

New North/South road (**See Note D**) connecting existing crossover on Hull Street Road (between Hendricks Road and Call Federal Drive) to Paulbrook Drive.

- Minimum 60-foot wide right-of-way
- Portions may include on-street parking

Additional Roads/Access Points

New Rockwood Park access road (**See Note E**)

- This roadway would extend approximately 200 feet from the northern terminus of the North/South Thoroughfare Road to the existing Rockwood Park access road.
- May be a public or private street/drive

New route (**See Note F**) from existing southern Rockwood Park access along Courthouse Road to Northeast Quadrant.

- May be a public or private street/drive

New East/West (**See Note G**) route through Southeast Quadrant connecting from Courthouse Road at or in the vicinity of the existing access drive/signalized intersection on Courthouse Road and connecting to Oxbridge Road at or in the vicinity of the existing intersection of Oxbridge Road and Oxbridge Place.

- May be a public or private street
- Recommended to meet public street standards and include streetscaping

New East/West route (**See Note H**) providing access to the Northeast Quadrant from intersection of proposed North/South Thoroughfare Road, Amberdale Drive and Rockwood Park access road.

- May be a public or private street/drive

New North/South route (**Note I**) connecting to existing signalized intersection at Route 360 (Existing Rockwood Square Shopping center entrance)

- May be a public or private street/drive
- Recommended to meet public street standards and include streetscaping

New East/West route (**Note J**) through the middle of the Southwest Quadrant connecting Price Club Blvd. to existing signalized intersection at Courthouse Road (entrance to Rockwood Square Shopping Center)

- May be a public or private street/drive
- Recommended to meet public street standards and include streetscaping

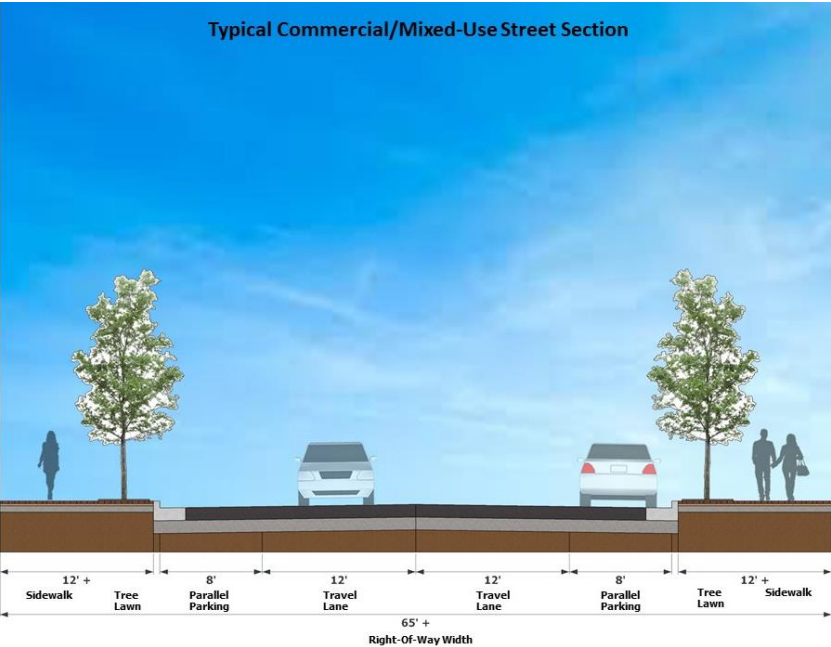
Additional Street Sections

The following page contains sections providing minimum design criterion for new streets within the Core Area. Exact facility treatment would be evaluated and approved by state and county Transportation Departments.

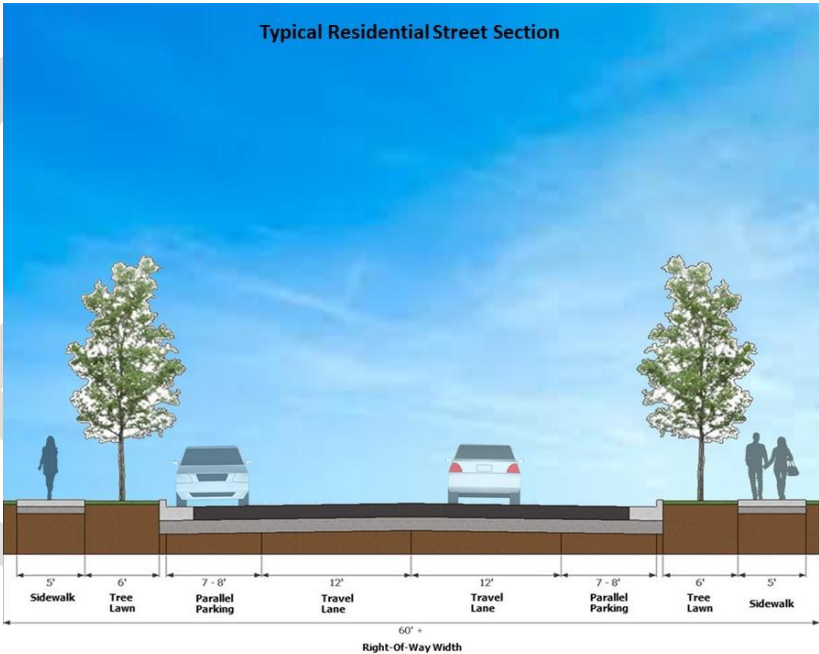
For Hull Street Road and Courthouse Road, see image below. Improvements along these roads should provide for a buffer/tree lawn between travel lanes and sidewalks, and wider sidewalks to provide for a more comfortable pedestrian environment. While these roads currently exist, additional right-of-way and improvements may be required with new development projects.



For internal streets in commercial, mixed-use and high-density residential areas, see below.



For streets in single-family residential areas, see below. Wider sidewalks may be appropriate for higher-density cluster-style single-family and townhome products.



Appendix 5: Recommended Bikeway Routes

The following routes, as provided in the Bikeways & Trails map on Page 14, are general in nature and may be subject to change thorough the development process. Exact routing and facility treatment will be evaluated based on available right-of-way, utilities and easements, environmental features and approvals by state and county Transportation Departments (VDOT & CDOT).

Suncrest Drive:

- Separate shared-use path (minimum of 10 feet wide) along Suncrest Drive between Hull Street Road and Courthouse Road.

Price Club Boulevard:

- Separate shared-use path (minimum of 10 feet wide) along Price Club Boulevard from Hull Street Road to southern Special Focus Area boundary. While outside of the Plan area, Price Club Boulevard between the Plan area and Genito Road is recommended for street dieting to reduce the current four-lane configuration down to two vehicular travel lanes with buffered on-street bike lanes in each direction. The transition between a separate shared-use path and on-street bike lanes would likely depend upon access locations constructed during redevelopment of the southwest quadrant.

Courthouse Road:

- It is recommended that current on-street lanes be replaced with separate shared-use paths (minimum of 10 feet wide) along the northern and southern boundaries of the Plan area.
- Routes recommended along Horner's Run, Price Club Boulevard, Oxbridge Road and through Rockwood Park would serve to bypass the intersection of Hull Street Road and Courthouse Road.

Tabor Lane:

- Separate shared-use path (minimum of 10 feet wide).
- If Neighborhood Nodes develop along this road, on-street facilities should be considered.

Through Rockwood Park:

- The Department of Parks and Recreation should address any preferred routing through Rockwood Park and coordinate with planned external connections shown on the Bikeways & Trails map.
- Utilization of the existing powerline easement may be considered as portions of this area currently contain paved walkways.
- Trail through Rockwood Park may provide an alternative routing for the Falling Creek Trail currently shown on the countywide Bikeways & Trails Plan.

Oxbridge Road, Oxbridge Place, North/South Thoroughfare and Rockwood Park access road:

- Separate (minimum of 10 feet wide) shared-use path along these roads.
- Alternative locations may be considered on Parks property and/or along the existing powerline easement between Rockwood Park and Horners Run in the southeastern corner of the Plan area.

Amberdale Drive:

- Separate shared-use path (minimum of 10 feet wide) along new sections of the road.
- On-street lanes or pavement markings should be considered on existing portions of Amberdale Drive and outside of the Plan boundaries.
- Trail along Amberdale Drive, in combination with a trail through Rockwood Park, may provide an alternative routing for the Falling Creek Trail currently shown on the countywide Bikeways & Trails Plan.

Appendix 6: Additional Setback Diagrams

The following images provide setback concepts for commercial, mixed-use and multi-family uses from interior (local) streets as well as setbacks for multi-family uses from major arterial streets such as Hull Street and Courthouse Roads.

